

## CLAIMS

## WHAT IS CLAIMED IS:

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1. A method of translating Web requests, comprising the steps of:
  - 3 receiving a name associated with a Web address;
  - 4 selecting a translation formula; and
  - 5 applying said translation formula to said name to result in a scheme-specific name of a Web address that said is associated with.
- 1 2. The method according to claim 1, further comprising the steps of:
  - 2 receiving a translation identifier; and
  - 3 selecting said translation formula based at least in part on said received translation identifier.
- 1 3. The method according to claim 2, wherein said translation identifier comprises a geographical identifier.
- 1 4. The method according to claim 2, further comprising the step of:
  - 2 analyzing said received name for a translation identifier.
- 1 5. The method according to claim 1, wherein said translation formula comprises at least one predetermined character and said step of applying said translation formula includes the step of:
  - 4 adding said at least one said predetermined character to said received name.

1       6. The method according to claim 1, wherein said translation formula comprises a  
2 string of characters to add to said received name.

1       7. The method according to claim 6, wherein the step of applying said translation  
2 formula includes the step of:  
3       adding said string of characters to said received name as a prefix.

1       8. The method according to claim 6, wherein the step of applying said translation  
2 formula includes the step of:  
3       adding said string of characters to said received name as a suffix.

1       9. The method according to claim 6, wherein the step of applying said translation  
2 formula includes the step of:  
3       interleaving said string of characters with said received name.

1       10. The method according to claim 1, wherein said translation formula removes at  
2 least one character from said received name.

1       11. The method according to claim 1, wherein said translation formula converts said  
2 received name into a numeric entry.

1       12. A method of translating Web requests, comprising the steps of:  
2       receiving a numeric entry of a name associated with a Web address;  
3       selecting a first translation formula; and  
4       converting said numeric entry to an alphanumeric entry using said first translation  
5       formula.

1       13. The method according to claim 12, further comprising the steps of:  
2       receiving a translation identifier; and  
3       selecting said first translation formula based at least in part on said translation  
4       identifier.

1       14. The method according to claim 12, further comprising the steps of:  
2       receiving a translation identifier;  
3       selecting a second translation identifier based at least in part on said translation  
4       identifier; and  
5       applying said second translation formula to said alphanumeric entry to result in a  
6       scheme-specific name of a Web address that said numeric entry is associated  
7       with.

1       15. A method of translating Web requests comprising the steps of:  
2       receiving a numeric entry of a name associated with a first Web address;  
3       selecting a translation formula; and  
4       converting said numeric entry to a second numeric numeric-based Web address using  
5       said translation formula.

1       16. A method of manufacturing a Web address query comprising the steps of:  
2       receiving a name associated with a Web address;  
3       selecting a translation formula; and  
4       applying said translation formula to said name to result in a scheme-specific name of  
5       a Web-address that said name is associated with.

1       17. A method of manufacturing a Web address query comprising the steps of:  
2       receiving a numeric entry of a name associated with a web address;

3        selecting a translation formula; and  
4        converting said numeric entry to an alphanumeric entry using said translation  
5        formula.

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18. An apparatus for translating a Web address, comprising:

3        a computer comprising an input device;  
4        a Web browser operationally installed on said computer; and  
5        a translation module configured to:  
6            receive a name associated with a Web address from said input device;  
7            select a translation formula;  
8            apply said translation formula to said name to result in a scheme-specific name of  
9            a web address that said name is associated with; and  
process said scheme-specific name through said Web browser.

1        19. A computer readable medium bearing instructions for translating a Web request,  
2        said instructions being arranged to cause one or more processors upon execution thereof  
3        to perform the steps of:

4            receiving a name associated with a Web address;  
5            selecting a translation formula; and  
6            applying said translation formula to said name to result in a scheme-specific name of  
7            a Web address that said is associated with.

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